

Regional Fundraiser

Job Level	Level 3	Job Reference No:	
		Role review date:	May 2024
Directorate	Marketing and Fundraising	Function	Regional Fundraising & Events
Service	Marketing & Mass Fundraising	Reports to:	Regional Fundraising Manager

Scale and scope of role

Direct reports	0	Indirect reports	0
Budget responsibility/ accountability	Income target of minimum £200K pa	Accountable for other resources	N/A

Context

We help anyone, anywhere in the UK and around the world to get the support they need if crisis strikes: connecting human kindness with human crisis.

We enable vulnerable people in the UK and abroad to prepare for and withstand emergencies in their own communities. And when the crisis is over. We help them to recover and move on with their lives.

We are part of the Red Cross and Red Crescent global humanitarian network.

Our Values and Principles

Our values (compassionate, courageous, inclusive and dynamic) underpin everything that we do. As a member of the Red Cross and Red Crescent Movement, the British Red Cross is committed to, and bound by, its **fundamental principles**: humanity, impartiality, neutrality, independence, voluntary service, unity and universality.

Diversity

At the British Red Cross, we are looking for the right people to help us provide support to millions of people affected by crisis. We want our team to reflect the diversity of the communities we serve, offering equal opportunities to everyone regardless of age, disability, gender reassignment, marriage and civil partnerships, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

Diversity is something we celebrate, and we want you to be able to bring your authentic self to the British Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness.

Purpose of the role

To deliver the regional fundraising strategy across a geographically defined area. Raising income from regional corporates, volunteer enabled, and supporter led fundraising activity. Building relationships with supporters and volunteers, ensuring excellent supporter experience. You will proactively research opportunities, as well as ensure you are well placed to take advantage of emergent reactive opportunities to raise income and grow relationships with potential and existing supporters.

Key responsibilities

Fundraising delivery

- Contributing to and delivering against annual budgets, targets, and plans.
- Proactively working across a specifically identified geographic area to develop relationships with local corporates, individual supporters and fundraising groups that encourage and support them to fundraise for and engage with the British Red Cross.
- Ensure you are well placed to take advantage of emergent reactive opportunities to raise income and grow relationships with potential and existing supporters across a geographically defined area.
- Providing and facilitating supporters with a choice of how they fundraise for the British Red Cross.
- Proactively using the fundraising database to develop and manage supporter relationships and ensuring that accurate, up to date financial and supporter records are maintained and accessible.
- Deliver against agreed KPIs: local Corporates, local volunteers, local supporters.
- Working with fundraisers and staff across other departments to maximise relationships with our supporters and our colleagues' support for fundraising.
- Ensure readiness to respond to Emergency Appeals by delivering an advised level of action at short notice.

Key annual events

- Deliver UK-wide mass participation activities and products to your local communities, to achieve targets and grow income.
- Promote and develop our mass participation, virtual and challenge events across all communities in your local area; support participants to reach their target and achieve long lasting relationship with us.
- Proactively explore the local area, use insights to develop and deliver potential local events or activities to acquire new supporters and raise income.

Team Member

- Actively participates in all team meetings.
- Supports other team members

- Works and behaves in accordance with all BRC policies, procedures and in line with our Values in Action.
- Upholds the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society's values (inclusive, compassionate, courageous and dynamics)

The duties and responsibilities described are not a comprehensive list and additional tasks may be assigned from time to time that are in line with the level of the role.

Pre-engagement checks

Criminal Records

Type of criminal record checks required for this role:

England and Wales – Disclosure and Barring Service (DBS)
<ul style="list-style-type: none"> • None
Scotland
None
Northern Ireland
<ul style="list-style-type: none"> • None

Drivers Check - Required – No

Person Specification

Requirements	Evidence obtained through Shortlisting (S), Interview (I), Assessment (A)		
	S	I	A
Knowledge and Skills Essential <ul style="list-style-type: none"> • Numerate and literate • Competent in using Microsoft 365 • Ability to write clear and appropriate communications which are appealing and easy to read and understand. • Confident communication skills both on the telephone and face to face that are clear and persuasive • Able to communicate with groups and individuals from diverse backgrounds 			

<ul style="list-style-type: none"> • Ability to take a pro-active approach to work and responsibility for own workload • Good time management skills and an ability to plan and prioritise own workload • Ability to create and identify new fundraising opportunities and see them developed and fulfilled • Ability to manage volunteers and volunteer groups and committees. • Ability to identify, pitch and win corporate support <p>Desirable</p> <ul style="list-style-type: none"> • Ability to assimilate and analyse written and financial information quickly and accurately • Experience of using database system 			
Experience	S	I	A
<p>Essential</p> <ul style="list-style-type: none"> • Proven track record of delivering fundraising activity • Experience of preparing, working to, monitoring, and reporting on targets • Experience of managing and motivating others • Planning, managing, and evaluating events or projects • Ability to demonstrate contingency planning skills relevant to this position 			
Additional requirements			
<p>Essential</p> <ul style="list-style-type: none"> • Ensures inclusive practice, challenges discrimination and promotes diversity in line with our Equality, Diversity and Inclusion (EDI) policy. • Ability to travel within the Area on a regular basis and within the UK on an occasional basis 			
Values in Action			

<p>Dynamic</p> <ul style="list-style-type: none"> - We move forward as one team. - Every day, we're adapting, innovating and learning. - When the unexpected happens, we are calm, quick and efficient. - We respond smartly, using clear processes and systems. <p>Compassionate</p> <ul style="list-style-type: none"> - We stand for kindness. - People come first, no matter who or where they are. - We have genuine, open-minded conversations. - Together, we're a united force for good. <p>Inclusive</p> <ul style="list-style-type: none"> - We are open to all. - We treat each other with dignity and respect. - Every person's uniqueness is valued, supported and celebrated. - Our individual backgrounds and experiences make our organisation stronger. <p>Courageous</p> <ul style="list-style-type: none"> - We are bold. - We show our strength by doing the right thing. - We aren't scared to test our creative ideas. - As humanitarians, we go the extra mile to help people in crisis 		
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We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act), who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.